Contract Agreement Between:

# CONTRACT

WLWT-TV/DT CINCINNATI

www.wlwt.com

**WLWT**
**1700 Young Street**
**Cincinnati, OH 45202**
**(513)412-5000**

And:

**Shorr Johnson Magnus**
**1831 Chestnut Street**
**Philadelphia, PA 19103**

| Contract / Revision | Alt Order # |
|---|---|
| 958580 / | 06214838 |

| Product | | |
|---|---|---|
| SHERROD BROWN OH SEN | | |
| Contract Dates | Estimate # | |
| 10/09/12 - 10/15/12 | | |
| Advertiser | | Original Date / Revision |
| Brown/D/Senate | | 09/28/12 / 09/28/12 |

| Billing Cycle | Billing Calendar | Cash/Trade |
|---|---|---|
| EOM/EOC | Broadcast | Cash |
| Station | Account Executive | Sales Office |
| WLWT | Mica Hansen | HRP -Washingt |

| Special Handling | | |
|---|---|---|
| | | |
| Demographic | | |
| Adults 25+ | | |
| | | |
| IDB# | Advertiser Code | Product Code |
| | | |
| Agency Ref | | Advertiser Ref |
| | | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 1 | WLWT | 10/09/12 | 10/12/12 | NBC Today Show | 7-9a | | :30 | | | NM | 8 | $9,600.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF-- | 8 | $1,200.00 | | | | | | | | |
| N 2 | WLWT | 10/15/12 | 10/15/12 | NBC Today Show | 7-9a | | :30 | | | NM | 2 | $2,400.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2------ | 2 | $1,200.00 | | | | | | | | |
| N 3 | WLWT | 10/09/12 | 10/12/12 | 6-7a news | 6-7a | | :30 | | | NM | 4 | $3,200.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF-- | 4 | $800.00 | | | | | | | | |
| N 4 | WLWT | 10/15/12 | 10/15/12 | 6-7a news | 6-7a | | :30 | | | NM | 1 | $800.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1------ | 1 | $800.00 | | | | | | | | |
| N 5 | WLWT | 10/09/12 | 10/12/12 | 7-730p | 7-730p | | :30 | | | NM | 4 | $3,200.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF-- | 4 | $800.00 | | | | | | | | |
| N 6 | WLWT | 10/15/12 | 10/15/12 | 7-730p | 7-730p | | :30 | | | NM | 1 | $800.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1------ | 1 | $800.00 | | | | | | | | |
| N 7 | WLWT | 10/09/12 | 10/12/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 4 | $2,600.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF-- | 4 | $650.00 | | | | | | | | |
| N 8 | WLWT | 10/15/12 | 10/15/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 1 | $650.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.




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|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | 1------ | 1 | $650.00 | | | | | | |
| | | | | | | | | | | Totals | 25 | $23,250.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---|---|---|---|
| 10/01/12 -10/15/12 | 25 | $23,250.00 | $19,762.50 |
| Totals | 25 | $23,250.00 | $19,762.50 |

**Signature:** _____ **Date:** _____

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